



**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**いただきます (ITADAKIMASU)**

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

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## EXECUTIVE SUMMARY

The business that we choose to create is meals product. The brand of the business is **いただきます** (ITADAKIMASU). The main products that this company sells are various type of Japanese cuisine but using local Malaysian ingredients and being served in a traditional Japanese way which is in a bento style. **いただきます** (Itadakimasu) does not only provide meal set, we also provide many types of fruit juice such as watermelon juice, orange juice, strawberry juice and many more with an affordable price.

The purpose of the business is to satisfy our customer needs. For an example is to create many types of food products which is nutritious, low in sugar and fat as humans need a balanced diet to have the ideal weight. Additionally, humans also need a balanced diet for strong muscle and bone formation. Healthy foods can also prevent many diseases such as heart attacks, obesity and diabetes. According to Sinar Harian news on 14 November 2019, Malaysia particularly in Shah Alam ranked as the highest obesity rate in whole Asian. This is why we want to create a healthy meal that customer can consume according to the food pyramid.

The business location is in Seksyen 7, Jalan Aluminium Satu 7/27A, 40000 Shah Alam, Selangor. We choose to run a business there because the location is one of the cities that have the highest population of the higher learning students, residents and workers. Our product will be selling every Monday until Saturday start by 7a.m until 7p.m.

By completing the business planning, we analyze and planning is done by categories. The categories are marketing, operations, organizational and financial. To understand more deeply about the planning, we also conduct business model canvas. Business Model Canvas is a strategic management for developing new or business models.

## **1.0 INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE**

### **1.1 BUSINESS DESCRIPTION**

Nowadays, we know that business is one of the major sources of income for human ever since the early ages of civilization. Business transaction always occurs in daily life thus it will never stop until the end of times. Even the Prophet Muhammad once said, “9/10 of income come from businesses”. Therefore, business has a big potential to increase one’s social standard and living.

For our business, we run a partnership business under a company that is named as **いただきます (ITADAKIMASU)** conduct by ‘Atifah Binti Drani as a General Manager and Administration Manager, Abdul Azim Bin Taredi as a Marketing Manager, Amirul Aiman Bin Suzaimi as an Operational Manager, and Nurnajidah Binti Mohd Zakir as a Financial Manager. We decided to open a store that is located at Seksyen 7 Shah Alam which is in precise location it is stated as **いただきます (ITADAKIMASU) Seksyen 7, Jalan Aluminium Satu 7/27A, 40000 Shah Alam, Selangor.**

Food is the relevant choice for us to sell throughout the whole country and also international market. We choose Japanese style as the main course for our restaurant as there is not very high chance for regular people to go oversea. So, instead we went to overseas just to taste other culture cuisine, we bring it here instead. We hope that our restaurant will become one of the best restaurants and let all people know more about Japanese cuisine with an affordable price.

## 1.2 PURPOSE OF BUSINESS PLAN

いただきます (ITADAKIMASU) is a new food services that is located at Shah Alam Seksyen 7, Ipoh. We take pride in satisfying every customer with the best and fast services. いただきます (ITADAKIMASU) was established on 1 January 2020. Our vision is to be known all over country, giving the best services reasonable price and to serve the best healthy food in town.

Statement of purpose or reason for existence, our mission is to sell delicious and healthy food that everyone would enjoy. The various flavor of Malaysian cuisine included local and international fruits beverage of our offer, provide our customers with impeccable service by applying warmth, graciousness and integrity to every customer and thirdly is offering member card to the regular customer so that they can claim discount for every purchase. This is highly recommended for students as it will reducing their cost of living per day. Our product will be selling every Monday until Saturday start by 7 a.m until 7 p.m.

Our financial resources are applied from a bank loan to open our business because we are combining all of those outstanding balances into one monthly payment. This of debt makes us easier to work out a time frame to pay off my balances without getting overwhelmed. Besides, we collect modal from our business partner because they are the closest people who can help us in terms financially, effort and energy.